

1.(AMENDED FOUR TIMES)

A computer-implemented method of enabling a provider of a product to stimulate commercial activities with a retailer, the method comprising:

- enabling the provider to determine with the retailer a customization procedure to be carried out after a sale of the product;
- enabling to be notified of a sale of the product by the retailer to a customer;
- upon being notified, enabling customizing, via a data network, an electronic device of the customer, with information specific to the retailer based on the determined customization procedure.

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